ESTIMATED 1997 EXPENDITURES ONTARIO SOUTH

FINANCIAL SUMMARY

	1997	1996
Booth Centres **	$ 1,442,094	$ 1,362,170
A R Goudie Eventide Home - Kitchener *	2,729,864	2,676,337
Golden Agers Centre *	277,353	269,860
Grace Haven *	537,490	532,390
Correctional & Justice Services *	434,616	489,866
Youth Resource Centre *	638,174	620,950
Family Services **	1,860,865	1,636,065
Christmas Relief	547,683	531,731
Camps	286,000	282,475
Corps Community Centres **	2,178,726	2,126,139
League of Mercy	19,700	19,000
New Canadians Program	59,142	52,300
Parent/Child Resource Centre -Kitchener	105,461	105,975
Charles C Lawson Lodge *	695,148	368,213
Suicide Prevention	56,500	44,333
Public Relations & Fund Raising Costs	452,920	462,554
	12,321,736	11,580,358

* underwritten in part by Government Funding
** underwritten in part by United Way Allocations
(Cambridge - Kitchener - Simcoe)

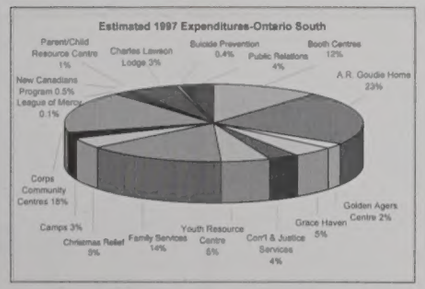
OBJECTIVE 1997 — $1,500,000

For further Fiscal details contact the Financial Secretary
The Salvation Army Territorial Headquarters
2 Overlea Blvd., Toronto ON M4H 1P4

RED SHIELD BLITZ NIGHT

MONDAY, MAY 5th, 1997

H O P E — for a troubled world



THE SALVATION ARMY
Public Relations Department

Dear Friends,

It is with gratitude and appreciation that I enter your life to share the happenings of The Salvation Army in this part of our Global Village.

Our lives have all been touched to a greater or lesser degree in the changes that are taking place all around us. We at The Salvation Army are experiencing the world of changes, streamlining, right-sizing, cut-back and pruning. This is to enable us to spend more on meeting the needs of those whom we serve with *"Hand to man and Heart to God"*.

We want you to know that you link hands with The Salvation Army every time you support this organization. We are indebted to you for your continual and ongoing contributions. May you always remember, "If you don't need us, we need you"

May this Annual Report give you an insight into what we are doing in this area.

Thank you and God bless you.

Sincerely,

Garnet E Cassell
Major
Public Relations Director

THE SALVATION ARMY
Public Relations Department

Dear Friends:

During 1996, the emphasis of the Hamilton Advisory Board continued to be on how best to cope with the *"winds of change"* that are continuing to affect most of us day to day, and in particular organizations like The Army.

To better position the Board to assist and guide The Army locally, this period of re-organization and in the future, a committee of Board Members developed Terms of Reference and recommendations for a Committee Structure for the Board. As we move forward into 1997, the Board Members are now assigned to one of the four recommended Committees, related to their specific areas of interest and expertise.

I would like to acknowledge the work and leadership of James Carman in spear-heading the Committee Structure effort. After a comprehensive review and recommendations by an Ad Hoc Committee made up of Red Shield and Advisory Board Members with Public Relations Staff, the Board endorsed the *"Ketchum Report"* and recommended local action plans be developed based on the Report.

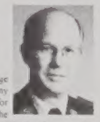
With the in-depth analysis and restructuring of The Army taking place, with the Ketchum Report and the Public Opinion Survey as examples, we are looking forward to participating in the first Divisional Advisory Organization Conference being planned to be in Hamilton in October in 1997.

On behalf of the Board, I would like to acknowledge and thank all of the many volunteers and contributors who supported and continue to support The Army and their Mission.

Sincerely,

Lockhart W Morgan, P.Eng.

THE SALVATION ARMY
Ontario South
Divisional Headquarters



Dear Friends,

I value this privilege to express my gratitude to you for your support of The Salvation Army's service to those in need. We live in a world burdened by complex social stresses impacting upon an increasing percentage of our population.

The Army's mandate is to bring hope to the hurting, strength to the stressed, and purpose for living to the deprived of our society. This is made possible through your financial and practical support.

Our society is constantly changing. Throughout our Ontario South Divisional area, by continual assessment of need, we are seeking to keep at the *"cutting edge"* in our appropriate responses. *"With heart to God and hand to man"*, we will continue to fulfill our mission to *"others"*, and our accountability to you, our friends and supporters.

May God bless you.

Sincerely,

Robert Slous
Lieut-Colonel
Divisional Commander

HAMILTON PUBLIC LIBRARY
3 2022 21292534 7

PLANNED GIVING
'God Knows You Can Make A Difference'

You can be a special benefactor by turning your assets into gifts. You can bequest by will - securities - life insurance - gifts of property. There are charitable gift annuities and when you support The Salvation Army in any of the above mentioned, you will receive a tax benefit. All information is held in strictest confidence.

Planned Giving Representative
Mr Ken Fishwick
The Salvation Army
340 York Blvd
Hamilton ON L8R 3L2
Tel.: (905) 521-1660 Fax.: (905) 521-0244

Major Garnet Cassell, Public Relations Director is shown presenting an Appreciation Certificate to Mr Danny Labanowich, owner of Tim Hortons on Mohawk Road while Envoy John Van Buren looks on. Danny supplied coffee and donuts to The Salvation Army for an endeavour they were participating in.

PARENT/CHILD CENTRE
Kitchener, ON

- make day school a *"safe place"* for children
- children grow and develop positive team spirit and service to *"others"*
- place of support and nurture

Parent Child Resource Centre - Chris Soehner has volunteered for 3 yrs. Her willingness to help whenever needed has made her a real asset to our team. She especially enjoys the babies. We recognize in Chris a caring spirit that makes her a natural with children.

BOOTH CENTRES
HAMILTON-BRANTFORD-KITCHENER

- spiritual guidance provided
- provides nourishing meals
- clean and warm beds
- friendly staff

FAMILY TRACING SERVICES
HAMILTON-BRANTFORD-KITCHENER

- searches made for family members
- positive outlook
- exciting reunions

VOLUNTEER OPPORTUNITIES
340 York Blvd, Hamilton ON

- gives you the joy of using your gifts, talents & skills
- gives you the pleasure of working with others
- gives you the privilege of investing your life in services of others
- **YOU** can volunteer
- volunteers are conscientious, responsive, sympathetic, helpful, tactful, considerate, reliable, cherished

Members of Burlington Corps are seen on the float before it started on the parade route for the Burlington Santa Claus Parade.

THE SALVATION ARMY PUBLIC RELATIONS MISSION STATEMENT

The Salvation Army, as an International Movement, is an evangelical branch of the Christian Church. It's message is based on the Bible; it's ministry is motivated by love for God, and a practical concern for the needs of humanity. The Area Public Relations Department's Mission is to raise the necessary funds to assist The Salvation Army in the meeting of spiritual and physical needs by the way of fund-raising, estates and planned giving.

IN MEMORIAM

Throughout the year, many donations are received at Public Relations in memory of loved ones who have passed away. This money is used to assist with the needs of those who are less fortunate. We appreciate the thoughtfulness and share in their time of grief and sorrow.

URBAN/MUNICIPAL
CA3 ON HW L45
A56
1996

CITIZEN'S ADVISORY BOARD
HAMILTON

Lockhart W Morgan
Chairman
Lt-Col Robert Slous
Divisional Commander
Major Garnet Cassell
Secretary
Dr J D Bell
Tom Bradley
James Carman
Hugh H Eisler
Harold K Embree
Alfred R Oliver
Donald A R Pepper
Norman Preece
Yvonne Roach
Don Smith
Peter J Sullivan
Thomas Sutherland Q.C
Donna Thomson
William P Tinsley
Brian Warry
Murray Weaver
Life Members:
Bonnie Duke
Stephen M Fletcher
John F Reesor
John S Spearing

RED SHIELD COMMITTEE
HAMILTON

Roy Leggat
Chairman
John Thorpe
Vice-Chairman
Major Garnet Cassell
Secretary
Dr J D Bell
Bonnie Duke
Paul Ferguson
R K Giuliani
G W E Gordon
Dr W R Love
Mary Lou Middleton
Fraser Mill
Hugh Murray
Alfred Oliver
David Porteous
Norman Preece
David Simpson
Tanya Sinclair
Don Smith
Peter J Sullivan
Thomas Sutherland, Q.C.
Dr Frank Stechey
Alex Szabo
Dr Gordon Williamson

LVATION ARMY
South Division

URBAN MUNICIPAL
SEP 2 1997
GOVERNMENT DOCUMENTS

THE SALVATION ARMY

Annual Report 1996

The Salvation Army Red Shield Campaign Kick-off in Burlington. From left: Red Shield Co-ordinator Lynn Young; Red Shield Chairman Roy Leggat; Mayor Mulkewich; Major Garnet Cassell, Public Relations Director; Red Shield Committee Member Paul.

HAMILTON LAOTIAN CORPS

Great things are happening at this Corps for which we 'Praise the Lord'. Recently, at the end of a message on Sunday morning, a man who has been known as a strict Buddhist, and was a first-time visitor to the Corps, accepted Jesus as his Lord and Saviour.

Enjoying a cup of tea at Ladies' Fellowship are Mrs Ellen Burditt and Mrs Eva Holder.

CORPS (CHURCHES)

There are many Salvation Army Churches throughout the area who provide spiritual as well as physical needs. These Churches are Bible-based and also offer love, comfort and compassion as well as counselling and visitation upon request. There are many youth activities as well as other activities *(something for all ages)*. Anyone is invited to attend any of the Services on Sunday, as well as Bible Studies.

FAMILY SERVICES
340 York Blvd
Hamilton ON

- emergency services provided
- meeting the need
- Christmas toys provided
- spiritual support & counselling
- *"Share the Warmth"* coats
- Christmas Hampers packed by Rotarians and Kiwanians

NEW CANADIANS PROGRAM
28 Rebecca St
Hamilton ON

- teach language skills
- assist in everyday basics
- assist students in acquiring
- accommodation and/or food

Happy little people enjoying themselves at the Day Care.

GOLDEN AGERS
28 Rebecca St
Hamilton ON

THE SALVATION ARMY SENIORS

- average of 4
- different programs
- running each day
- hot and nourishing
- meals served each week day
- sense of belonging
- banish your blues become involved

General Eva Burrows chatting with people following the Senior's Rally.

Please help us to help others by giving to The Salvation Army Red Shield Appeal

DID YOU KNOW???...

- that many children attend The Salvation Army's summer camps each year?
- that your donation of $100 to Public Relations will help to send a child to camp?
- that The Salvation Army has many services provided through-out the Region of Hamilton-Wentworth-Burlington?
- that at Christmas, through-out Canada, the money received through the Christmas Kettles helps to provide for families through-out the year?
- that the **RED SHIELD BLITZ NIGHT for 1997 is MAY 5th?**
- that your donation and support is vital to assist The Salvation Army with their on-going services?

"HOPE...for a Troubled World"

AREA SERVICES

CITIZEN'S ADVISORY BOARD

BRANTFORD
R Bruce Forbes
Chairman
Lt-Col Robert Slous
Divisional Commander
Major Garnet Cassell
Secretary
Jack Bragg
Cecil Campbell
Jack R Dymond
Jane Eileen Glaves
A Reville Hitchon
Ken Hodge
John F Johnson
Graham Kneale QC
Don Ludlow
Paul Read QC
Darlene M Redfern
Major Henry Rowsell
Vyrtle H Sysson
LIFE MEMBERS:
Harvey Bettesworth
Arthur James

CAMBRIDGE
Albert E Boone
Chairman
Lt-Col Robert Slous
Divisional Commander
Major Garnet Cassell
Secretary
H A French
Norma Morossi
Barry Smith
Major Robert Speakman
LIFE MEMBER:
Lincoln S Magor

KITCHENER
Wilf Park
Chairman
Lt-Col Robert Slous
Divisional Commander
Major Garnet Cassell
Secretary
Roger Farwell
William Greenwood
Major Edwin Hiscock
Edith MacIntosh
James R Reid
Margaret Rennie
Stanley Young
George Zilliax

PUBLIC RELATIONS STAFF
Major Garnet Cassell
Major Isobel Cassell
Major Roland Shea
Major Lorraine Shea
Fernando Espiritu
Ken Fishwick
Ollie Grimwood
Pat Hemingway
Pat Melnyk
Carol Montgomery
Arlene Whatmough
Lynn Young
Gloria Tilley
Receptionist

LAWSON LODGE

1600 Main St W
Hamilton ON L8S 1G1

Following is a quote from Lawson Lodge. A few years ago at the Seattle Special Olympics, nine contestants, all physically or mentally disabled, assembled at the starting line for the 100-yard dash. At the gun they all started out, not exactly in a dash, but with the relish to run the race and to finish and win. All, this is, except one boy who stumbled on the asphalt, tumbled over a couple of times, and began to cry. The other eight heard the boy cry. They slowed down and paused. Then they all turned around and went back, everyone of them. One girl with Down's Syndrome bent down and kissed him and said, "This will make it better." Then all nine linked arms and walked together to the finish line. Everyone in the stadium stood, and the cheering went on for 10 minutes *(Author Unknown - from A 3rd Serving of Chicken Soup for the Soul - Canfield & Hansen)*. Your donations to Public Relations assists with this Program.

Red Shield Kick-off in Dundas by

J P Marin and Tony Didonato from Local 1005 Steelworkers are seen presenting a cheque to Major Isobel Cassell and Major Jim White. The money was received during the Stelco Gate Collection.

Paul Burroughs of City-Chev-Geo-Oldsmobile Ltd representing Hamilton-Burlington Automobile Association is seen presenting a cheque to Major Roland Shea.

THE SALVATION ARMY ADOPTS CANADIAN'S SONG —

Lindsay, Ont.(CP) - Country singer James Owen Bush's soon-to-be-released single *'Salvation Man'* is getting the divine nod from The Salvation Army itself. The song, which will be included in the album *'Love Like Thunder'*, is being adopted as The Salvation Army's new recruitment song worldwide. Bush and The Army signed the agreement earlier this month. "The song *'Salvation Man'* and the story behind it will be a good way for the young generation to become aware of our efforts." Bush, who is based in Lindsay, Ont., has been recognized by the Canadian Country Music association as one of Canada's fastest-rising vocalist in New Country.

Lt-Col. Robert Slous is presenting an Appreciation Certificate to retiring Advisory Board Chairman Hugh Eisler, as Major Garnet Cassell, Public

Advisory Board Chairman Lock Morgan and Major Garnet Cassell survey the many items for sorting at National Recycling.

GRACE HAVEN

138 Herkimer St,Hamilton ON L8P 2H1

Grace Haven offers a day school program to pregnant and parenting young women and their children. These women have the opportunity to continue working on high school credits and attend other beneficial groups in a supportive and flexible environment. Women are often taking two buses along with diaper bags, strollers, back packs and school books to attend these programs. While in the classroom, they are required to balance the needs of their babies and follow through with the demands of completing school work. Achieving goals such as obtaining jobs and being self-sufficient is of great importance to each of them. As a Grace Haven student stated to us "if it was not for the school program, I don't know where I would be right now." As a staff, we respect the energy and commitment that many of the young women put into their parenting and education. When you make your donation to Public Relations, this money assists with these programs.

G A Love Foods presented The Salvation Army with toys for the Christmas Bureaus. Shown here is Mr Love and representatives of The Salvation Army.

NATIONAL RECYCLING

1330 Sandhill Dr
Ancaster ON

- *intercept recyclable and reusable materials*
- *supply low cost quality clothing*
- *other household items available*

LEAGUE OF MERCY

340 York Blvd
Hamilton ON

The League of Mercy is a group of dedicated men and women *(volunteers)* who regularly visit in nursing homes and hospitals. They assist in anyway possible, such as: visiting, do errands, try to bring a bright smile to someone who may never have someone visit with them. They also bring periodicals and at special times of the year bring a little gift to brighten someone's day. With your donation through the Public Relations Department, the extras are purchased.

Major Shirley Ratcliff instructs a League of Mercy Worker during the Christmas Lift at Centre Mall.

THANK YOU

CORRECTIONAL & JUSTICE SERVICES

I'm 17 years old. I really appreciate what your organization did for me at Christmas. On the 11th of December, this year, I accepted God in my life. You came to the Facility and sang Christmas Carols and gave us some treats, which I took to my heart. Its nice to know people don't forget about us. You really made me feel happy and I would like to thank you for being kind-hearted, to people who are hated for the most part by society. When I get out in June, I will come to your address and personally thank you. Until then, this will have to do." *(an inmate)*

Joan Rowley, director of Family Services, and staff during the opening of the Christmas Bureau.

CORRECTIONAL & JUSTICE SERVICES

- strive to provide support
- give a listening ear
- strive to provide comfort and strength where needed
- workshops on: self-awareness, depression, anxiety, problem solving, anger, stress, goal setting

Hope Group For Victims

H -helping provide support
O -organize
P -productive
E -experiences

THANK YOU FAMILY SERVICES

"I survive on CPP disability pension each month. I needed 2-3 days of groceries to keep me going until my cheques arrived. I want to express my extreme gratitude and warm love to all involved with The Salvation Army organization. When I see a person jingling those bells in the Malls for a donation, I will give what I can afford to try and repay what was given to me". *(Robert)*

Precious Jewels Daycare Brantford Hike-a-thon for Red Shield

A R GOUDIE EVENTIDE HOME

369 Frederick St
Kitchener ON

- healthy atmosphere
- independent lifestyle
- enjoyable activities
- companionship
- friendly staff

SUICIDE CRISIS LINE

340 York Blvd
Hamilton ON

The Salvation Army operates a 24 hour Crisis Line. Dedicated volunteers have given over 6000 hours in the past year. Crisis Line workers are very special people with a very demanding and challenging ministry. Not everyone can do this kind of work. Our Volunteers come from various walks of life. Teachers, social workers, labourers, nurses, homemakers, students, retirees, clergy, etc., all have the common interest of providing hope and encouragement to the callers. Each call is unique. Volunteers are trained to develop sensitivity, understanding and listening skills to help a caller through a stressful situation. Talking helps the caller find out what help is available and where to go for that help when it is needed. Referral is made when beneficial to the caller. Finding out the underlying reason for a person's suicidal thoughts is important but can be addressed by a health care professional. However, the Crisis Line Volunteer is the first aid for every call. A Volunteer has a very important and responsible position. Crisis Line Volunteers are very special people! Many presentations have been made over the past year which include: Suicide Awareness in the schools, Agencies, VON, Home Care, Church Groups, Veteran Affairs, Training etc.. Your donations through the Public Relations Department assists with this important program.

CAMP SELKIRK

Located at Lake Erie

- positive holiday camps
- camps for all ages
- swimming & other activities
- moms and tots camps
- nourishing meals
- friendly & co-operative staff
- wide-open spaces
- a vacation come true

Jack MacDonald is seen manning the Christmas Kettle at Jackson Square as a donor willingly makes a donation. Major Garnet Cassell smiles his approval.

Please help us to help others by giving to The Salvation Army Red Shield Appeal

WORLD SERVICES

"Despite all our technological breakthroughs, we still live in a world where a fifth of the developing world's population goes hungry every night, a quarter lacks access to even a basic necessity like safe drinking water, and a third lives in a state of abject poverty - at such a margin of human existence that words simply fail to describe it." *(Human Development Report - 1994 United Nations Development Program)*

The Salvation Army is trying to assist in alleviating this distress. Through the generous donations of you, our donor, The Salvation Army is: training 180 women as leaders in Brazil; providing two mobile units as Basic Health Centres in Pakistan; constructing wells and water tanks in Sri Lanka; providing educational and sports equipment for 50 children in Malaysia; replacing furniture and sports equipment in a school for 130 children in Mizoram, India; training 40 teachers in modern methods of primary education in Bangladesh...all that and much more. *(My Future Has Hope)*

PRECIOUS JEWELS DAYCARE

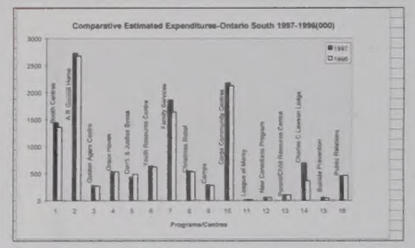
BRANTFORD

At Christmas time, the children and staff collected bags of fresh fruit such as apples and oranges to assist the Family Services Christmas Hamper and Toy Distribution Program. The children who brought in the fruit printed their names on a paper apple. The paper apple was then taped to our apple tree bulletin board to encourage others to participate in this collection. There were 20 bags of fruit collected, which were distributed to 35 needy families that required assistance during the holiday season.

FACT SHEET FOR 1996

Did you know???...there were:

2,660	Calls received on Suicide Prevention Line with **1,679** considered suicidal?
194	Emergency calls to police with **398** to relatives?
24	Volunteers with **6,350** volunteer hours?
20	Corps (Churches) in Ontario South Division?
146,899	Yearly attendance at Church Services?
36,271	Attendance at other meetings such as Over-Sixty Club, Mid-Week Bible & other fellowships?
35,873	Yearly attendance at Sunday School with **35,162** attending other YP Meetings during the week?
10	Persons in residence at Charles C Lawson Lodge with **7,471** days care?
40	Members enrolled at Golden Agers and **10,118** hot meals served?
12,578	Persons attending an average of **4** programs per day i.e., crafts etc.?
41	Volunteers with **4,822** volunteer hours?
3,865	Christmas treats distributed by League of Mercy Workers?
24	Institutions visited by **175** volunteers giving **1,495** volunteer hours of visitation?
12	Clients in residence at Grace Haven and **12** babies with **42** new clients admitted to program?
17,125	Adults and children attend Drop-in Programs?
403	Contacts on 24-hour support lines?
105	Students attending the New Canadians Program?
13,782	Yearly attendance at Day Care - Brantford - Guelph - Kitchener?
1,716	Campers af Camp Selkirk with **17** Camp periods with **98** Volunteers giving **970** volunteer hours with **12** Holiday camps?
53,398	Interviews and **1,080** courts attended through Correctional & Justice Services Department?
800	Christmas Treats distributed?
1,167	Volunteer hours given by **378** Volunteers?
3,390	Prison Cells visited?
121	Clients in residence at Youth Resource Centre (Calvert House) with **3,645** days care with **3,245** year average involved in Programs?
50	Volunteers gave **1,562** volunteer hours?
79	Residents in A R Goudie Eventide Home, Kitchener with **28,363** days care?
26,446	Toys distributed at Christmas by Family Services with **19,937** persons assisted?
23,268	Booth Centre beds provided in Hamilton, Brantford and Kitchener?
59,741	Booth Centre meals provided (including other feeding programs)?
227	Chapel Services held with **3,912** in attendance?
11	Inquiries to Family Tracing Services?



"Now more than ever — Please Give"